

This presentation provides a window into the Canadian market for education technology with perspectives from industry analysts, ed tech vendors, and leaders from local education agencies. Participants heard directly from high level insiders on trends in provincial government spending, emerging opportunities for ed tech, and company perspectives on doing business in Canada with answers to such questions as:

- What is the landscape for education technology products and services in Canada?
- How does Canada's provincial purchasing system work for education technology products and services and how can non-Canada-based companies gain entry?
- What are the provincial spending trends and which technologies are gaining traction in Canadian schools?
- Which technologies are seeing a decline in usage and what opportunities should ed tech companies focus on in the current and coming periods?

Moderators:

- Mimi Jett, General Manager, netTrekker
- Marty Keast, President, School Division, Pearson Canada

Panelists:

- Chris Kennedy, Superintendent, West Vancouver School District, British Columbia
- Robert Martellacci, President, MindShare Learning
- Brant Parker, Director of Innovation and Learning Technology , Calgary Board of Education

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